

**PROPOSAL FOR**  
**PROFESSIONAL MARKETING AND COMMUNICATION SERVICES**

**SUBMITTED TO:** *Corona del Mar Business Improvement District / City of Newport Beach*  
**SUBMITTED BY:** *Linda Leonhard, Corona del Mar Chamber of Commerce*

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*Consultant proposes to provide Professional Marketing & Communication Services to the City of Newport for the Corona del Mar Business Improvement District (BID) for Fiscal Year 2013/14 (7/1/13-6/30/14).*

**SCOPE OF WORK & ANNUAL FEE PROPOSAL**

- 1. Meeting Facilities.** Consultant shall provide the BID with meeting space, storage facilities, and telephone answering services at its current location 2855 E. Coast Hwy. Suite 101, Corona del Mar. *Annual \$3,600*
  
- 2. Marketing & Communications.** Consultant shall provide the BID with Marketing & Communication Services for the following current BID programs.
  - 2.1 \*Business Beautification Award Program**  
Consultant will manage the BID's bi-monthly Business Beautification Award Program by identifying business locations within the District who have renovated, remodeled or, enhanced the aesthetics of their storefronts contributing to the overall Vision 2020 Plan. Consultant shall bring nominations to the BID Board for Vote, Order and incur costs for awards, notify the award recipients and coordinate community award presentation.  
*Annual \$520*
  
  - 2.2 \*Coast Hwy Dolphin Topiary Program**  
Consultant will coordinate and store the seasonal decorations of the Dolphin Topiaries at the intersection of Marguerite and Coast Highway. Consultant shall coordinate volunteer committee schedules, forward budget requests, and coordinate trimming of Dolphin Topiaries.  
*Annual \$500*
  
  - 2.3 \*Reporting**  
Consultant will attend the BID's monthly Advisory Board Meetings and will report on services performed.  
*Annual \$1,560*

\* These above items used to be part of the BID's marketing budget and moved to admin when the Chamber took over both admin and marketing.

<b>Meeting Facilities</b>	<b><i>\$3,600</i></b>
<b>Business Beautification Award Program</b>	<b><i>520</i></b>
<b>Coast Hwy Dolphin Topiary Program</b>	<b><i>500</i></b>
<b>Reporting</b>	<b><i><u>1,560</u></i></b>
<b>TOTAL Meeting, Marketing &amp; Communications</b>	<b><i>\$6,180</i></b>

**BID Administrative Support Services**

Consultant provided BID Administrative Support Services during the month of July, August and September 2013 for approximately \$1,500 per month plus reimbursable expenses.

## **ADDITIONAL COORDINATION SERVICES**

- 3. BID Existing Programs.** *Consultant proposes to provide the CdM BID with ongoing coordination for the below programs that are allocated within the BID's FY 2013/14 annual budget (these items to be billed separately).*

**3.1 Ad Campaigns (Holiday/Seasonal) (in BID Marketing Budget)**

Consultant will produce the CdM BID Holiday Newspaper Ad Campaign.

**3.2 Corona del Mar Business District Membership Directory (in BID Marketing Budget).**

Consultant will produce a cooperative annual promotional publication called "The Directory" which markets the Corona del Mar Business District and lists all BID Members and their contact information. The Directory shall include a separate full page ad for pertinent information on the Corona del Mar BID and include the BID logo on the outside cover. The Directory shall be mailed and circulated to 12,000 households in Corona del

**3.3 Tri-fold Brochure (in BID Marketing Budget).**

Consultant shall produce the BID's annual informational brochure to be included in assessment billing and displayed within the community. Brochure will include project updates, accomplishments and annual goals in existing brochure layout. Complete rebranding shall fall under separate fee.

**3.4 Special Event Outreach (In BID Outreach Budget)**

Consultant will provide exhibit space at three (3) annual Corona del Mar Signature Events (Scenic 5K, Coastline Car Classic, Corona del Mar Christmas Walk) for the BID to communicate and share programs, collateral and PR announcement within the community.

**3.5 Website hosting & Maintenance (In BID Budget)**

Consultant will provide monthly website hosting on current website and keep domain names and emails current until further development takes place.

**3.6 Social Media (In BID Budget)**

Consultant will maintain the current Social Media Platform on FaceBook and launch a current monthly campaign notice until further development takes place.

## **BID COOPERATIVE SPONSORSHIP**

**Corona del Mar Christmas Walk - Special Event COOPERATIVE SPONSORSHIP (In BID Budget).**

Consultant will provide the BID with marketing and public relations services at the co-sponsored event called the Christmas Walk. In return for the cooperative sponsorship, Consultant shall recognize the BID logo on all marketing collateral associated with the event. Consult will also provide and coordinate a tented promotional exhibit space and coordinate all BID marketing display collateral and volunteer staff.

<b>Ad Campaigns / Holiday Seasonal</b>	<b>\$10,000</b>
<b>Membership Directory</b>	<b>7,500</b>
<b>Tri-fold Brochure</b>	<b>1,500</b>
<b>Special Event</b>	<b>600</b>
<b>Website Hosting &amp; Maintenance</b>	<b>1,800</b>
<b>Social Media</b>	<b>600</b>
<b>Cooperative Sponsorship</b>	<b><u>3,000</u></b>
<b>TOTAL Additional Coordination Services</b>	<b><u>\$25,000</u></b>

## **EXPENSE REIMBURSEMENT**

Consultant will be reimbursed for hard-cost expenses paid out of pocket. Examples include Newspaper advertisements, graphic design, materials, supplies and copies.

### **TOTAL CONTRACT**

Consultant proposes providing the Corona del Mar BID with the above noted services – meeting facilities, marketing and communication, additional coordination services and administration (for July, August, September) – and reimbursement of approved expenses for services rendered July 1, 2013 through June 30, 2014 for a total amount not to exceed \$40,000.

## **ADDITIONAL MARKETING SERVICES & HOURLY RATE**

Should the CdM BID Advisory Board request any additional or future projects beyond this proposal, Consultant will prepare a proposal at a separate fee either per project or hourly consulting rate of \$65 per hour.

### **Projects such as:**

- Website Development Coordination
- Transitional Consulting
- Additional Marketing Campaigns & Outreach
- Town Meeting logistics

Consultant will submit a scope of work proposal for each newly requested potential project for the CdM BID Board to review and approve prior to starting any work.